



## PRESS RELEASE

Date: 17 August 2007

### **Arqiva is official IBC2007 show bag sponsor and pledges to plant up to 20,000 trees**

- **Arqiva is the official IBC2007 show bag sponsor for fifth consecutive year**
- **Arqiva pledges to plant a tree for every official IBC show bag taken**
- **Up to 20,000 trees will be planted as part of Durrell Wildlife's Tree Corridor programme in the Atlantic rainforest of Brazil**

Arqiva has pledged to plant a tree for every official show bag taken at the International Broadcasting Convention (Amsterdam, 7-11 September) which is a leading event for the world of multimedia content creation, management and delivery. This commitment will see Arqiva planting as many as 20,000 trees as part of Durrell Wildlife Conservation Trust's Tree Corridor programme in Brazil's Atlantic rainforest.

"We are delighted that Arqiva has extended its corporate sponsorship of Durrell Wildlife to provide direct assistance for this important project," said Dom Wormell, Deputy Head of Mammals at Durrell Wildlife. "Arqiva's commitment of up to 20,000 trees will make a considerable contribution to our Tree Corridor programme which links isolated areas of rainforest to promote the growth of sustainable populations of ecologically and culturally important species including the black lion tamarin and jaguar."

John Dunlop, Head of Marketing Services in Arqiva's Satellite Media Solutions division, said: "Arqiva, like Durrell Wildlife, works in some of the most remote parts of the world and we are delighted to be supporting them in this important conservation project. By planting a tree on every visitor's behalf we are enabling everyone at IBC to participate with us and we hope that they will share the sense of satisfaction which comes from our involvement with environmental projects."

- Ends -

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### **About Arqiva**

Arqiva operates at the heart of the broadcast and mobile communications industry and is at the forefront of network solutions and services in an increasingly digital world. The company provides much of the infrastructure behind television, radio and wireless communications in the UK and has a growing presence in Ireland, mainland Europe and the USA.

For broadcasters, media companies and corporate enterprises Arqiva has end-to-end capability ranging from outside broadcasts, satellite newsgathering, studios, playout, satellite distribution and terrestrial transmission, the latter including digital switch over and mobile TV development.

In the communications sector the company supports cellular, wireless broadband, video, voice and data solutions for the mobile phone, public safety, public sector, public space and transport markets.

Arqiva has its headquarters in Hampshire, with other major UK offices in London, Buckinghamshire and Yorkshire. It now has seven international satellite teleports, 60 manned bases, and over 2300 shared radio sites throughout the UK and Ireland including masts, towers and rooftops from under 30 to over 300 metres tall.

The company is owned by a consortium of investors led by Macquarie Communications Infrastructure Group and has five operating divisions: Terrestrial Media Solutions, Satellite Media Solutions, Mobile Media Solutions, Wireless Solutions and Public Safety.

Major customers include ITV, Channel 4, Five, the BBC, BSkyB, Classic FM, the five UK mobile operators, the RNLI and the Metropolitan Police.

[www.arqiva.com](http://www.arqiva.com)

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